

# Capture the Cloud Webinar Series

October 12, 2017

Microsoft 365: introducing a fully integrated solution for SMBs



# Agenda for today



Capture the Cloud 4-1-1

**10 min.**

T Flythe – Microsoft Marketing Automation Manager, SYNnex



M365: introducing a fully integrated solution for SMBs **40 min.**

Woody Walton – Sr. Partner Technology Strategist, Microsoft



Q&A

**10 min.**

# SYNNEX Microsoft Capture the Cloud 4-1-1



- Microsoft Resellers Offers & Promotions\*
- SYNNEX Exclusive Resellers Offers & Promotions\*
- Updated CTC Program Offerings
- Additional Upcoming SYNNEX Microsoft Events

*\*Please reference the Appendix section at the end of this presentation for additional offers & promotions covered on previous webinars*

T Flythe  
Microsoft Marketing Automation Manager, SYNNEX  
tf@synnex.com

# Microsoft Resellers Offers & Promotions



# CSP Indirect Reseller Incentive

Effective  
July 1, 2017  
through  
June 30, 2018

## 1 Purpose

Reward and support CSP Indirect Reseller partners for driving the activation and enablement of customers with Microsoft-based Online Services.

## 2 Eligibility

- Active MPN membership
- Attain one of the defined competencies by 12/31/2017
- Valid Cloud Reseller Agreement

## 3 Need to know

- Formerly known as CSP 2-Tier Reseller incentives
- FY18 incentive base rate maintained at 8%
- New global and local accelerators available. Incremental percentage points applied to Azure, Microsoft 365 (E3, E5), Dynamics, Office 365 E5, PSTN.

| WW CSP                   | Accelerators |       |          |               |      |
|--------------------------|--------------|-------|----------|---------------|------|
| Rates                    | M365 E3 & E5 | Azure | Dynamics | Office 365 E5 | PSTN |
| 8% base<br>(All revenue) | 5%           | 10%   | 5%       | 5%            | 20%  |

# Partner Eligibility for CSP Incentives

Effective  
July 1, 2017  
through  
June 30, 2018

## New Competency Requirements in FY18

- To earn incentives for the first half of FY18, CSP Resellers must attain one of 8 MPN competencies at the Silver or Gold level.
- Competency status must be “active” on December 31, 2017 when FY18 H1 assessment occurs. Active status includes: Active Earned, Active Pre-Approved, Active Non-Compliant or Active Inherited.
- Review specific requirements to attain Silver or Gold level MPN Competency here:  
<https://partner.microsoft.com/en-US/membership/competencies>
- **NOTE: Being on the Managed Partner List (MPL) is no longer required to participate in CSP incentives.**

| Competency                                    | Level          |
|---|----------------|
| <b>Windows and Devices</b>                    | Silver or Gold |
| <b>Enterprise Mobility Management</b>         | Silver or Gold |
| <b>Cloud Customer Relationship Management</b> | Silver or Gold |
| <b>Cloud Productivity</b>                     | Silver or Gold |
| <b>Data Analytics</b>                         | Silver or Gold |
| <b>Cloud Platform</b>                         | Silver or Gold |
| <b>Small and Midmarket Cloud Solutions</b>    | Silver or Gold |
| <b>Data Platform</b>                          | Silver or Gold |

## Resources

- Partner Incentives Portfolio: <https://partner.microsoft.com/en-us/membership/partner-incentives>
- Learn more about CSP: <https://partner.microsoft.com/en-us/cloud-solution-provider>

# GET ALL THE PARTNER RESOURCES YOU NEED, WITHOUT ALL THE “DIGGING AROUND”



Cut the clutter and join the [US SMB Partner Insider Community today](#) to get access to all the great resources needed to be successful in the Microsoft ecosystem, without all the digging around!

## Get access to all of the following, and more:

- Your One Commercial Partner SMB Marketing team on a monthly call. Join us the first Wednesday of every month to learn more! <https://aka.ms/InsiderCall>
- Weekly Insider Newsletters
- Insider Partner Spotlight videos showcasing SMB partner insights and best practices
- Key sales, marketing, and technical resources
- Exclusive Insider Access content – including the DEBUNKED series where we bust common myths!

You can also stay connected wherever you are, whenever you need:

**Chat** with InsiderJoe on [Twitter](#)

**Connect** with InsiderJoe on [LinkedIn](#)

**Join** the SMB partner Insider community [Yammer group](#)

**Bookmark** the [SMB Partner Insider Community website](#)

Register today at  
[aka.ms/SMBInsider](https://aka.ms/SMBInsider)  
and never miss a beat!

# SYNNEX Exclusive Resellers Offers & Promotions





# NEW CTC Program Elements:

**CTC Topic Review & Office Hours** – SYNEX and the Alliance for Channel Success have partnered to offer regularly occurring office hours for all CTC partners' continued support. [Learn more](#)

## Marketing Development Opportunities:

- **CTC Tier-1 Exclusive MDF Packages\*** – marketing activity options funded by the SYNEX Microsoft team (1-per half, valued at \$5K each). [Learn more](#)
- **Additional Marketing Development Opportunities\*** – available to all CTC partners (Tier-1, Tier-2, & Tier-3), discounted pricing for new incremental marketing development offerings from Nurture Marketing. [Learn more](#)

Be on the lookout for communication regarding continued CTC Program enhancements as we progress through Microsoft's FY18!

*\*Limited Availability on a first come, first served basis. Full T&C details can be found on the Capture the Cloud website – <http://resources.synnecorp.com/mdf.html>*



## Business Transformation Workshops + Office Hours

**Transform and break through**

To help you learn, grow, and thrive in the competitive cloud services market and meet customers' ever-changing needs, SYNNEX and the Alliance for Channel Success have partnered to bring you a series of 9 workshops.

[Core workshops](#) [Elective workshops](#) [Office hours](#)

**Business Transformation Workshops** – To help partners learn, grow, and thrive in the competitive cloud services market and meet customers' ever-changing needs, SYNNEX and the Alliance for Channel Success have partners to offer a series of 9 on-demand workshops (Core & Elective)

**Office Hours & Topic Review** – As a continuation of the business transformation workshops, office hours offer more regular, live continued support in a more relaxed environment, run by the Alliance for Channel Success and Nurture Marketing

**CORE WORKSHOPS TRANSFORM**  
Make your business cloud-ready

**CHAPTER 1**  
**Understand cloud challenges and opportunities**  
How does the cloud change business models? Define what you need to do to make your work centers, operations, marketing, and the rest of your business cloud-ready.

**CHAPTER 2**  
**Identify your target market**  
Selling cloud services successfully requires precise definitions of your target market. See differences.

**CHAPTER 3**  
**Revisit your value propositions**  
Prospective customers want to know what makes you different. Learn how to identify the features that will make them go "WOW!"

**CHAPTER 4**  
**Know your competitive differentiators**  
The cloud is a new battlefield, and now that you have new competitors, it's time to take a look at them and see how you compare.

**ELECTIVE WORKSHOPS BREAK THROUGH**  
Optimize your cloud practice

**Upsell, cross-sell, and prebundle solutions**  
Personalized cloud partners use these techniques to reduce the cost of selling while making it easy for their sales to increase the size of many transactions and clear their pipeline.

**Use revenue marketing to convert prospects**  
Cloud buyers think differently than traditional on-premise buyers. The steps leading to a sale require new selling techniques. Find out how to optimize your channel's sales mix at each stage of the customer lifecycle.

**Increase Office 365 and Azure consumption**  
Cloud partners promote a common goal: have the best usage of their high-value services. Some companies build relationships and increase customer satisfaction, loyalty, and revenues.

**Make your practice more valuable and successful**  
Cloud partners who work as 90-70% of their own service revenues are among the most successful Microsoft solutions they sell. Find out how to increase your revenue, drive business continuity, and offer valuable services, such as security services.

**Sell security**  
If you're selling security solutions, you're being left behind on the side. Discover the scope of your cloud practice by including Microsoft Azure Security, Office 365, and more.

### Exclusive Support Available for CTC Partners:

#### CTC Tier-2 & -3 Partners:

- Access to on-demand business transformation workshops + office hours support

#### CTC Tier-1 Partners (In addition to all Tier-2 & Tier-3 benefits):

- One-on-one Skype consultation support for cloud business acceleration to increase end customer demand generation and profitability

**CTC Topic Review & Office Hours**

As a continuation of our business transformation workshops, SYNNEX and the Alliance for Channel Success have partnered to offer regularly occurring office hours for all Capture the Cloud Partners' continued support. Check out the below schedule of Alliance Office Hours offerings to see if one of these topics is of particular interest to you and register individually or for the entire office hours series.

There will also be time available for open forum, so please feel free to join these office hours to address any of your latest cloud practice questions regardless of the topic. We look forward to supporting your continued business transformation!

**September 28**  
Understand cloud challenges and opportunities

**October 5**  
Identify your target market

**October 19**  
Revisit your value propositions

**November 2**  
Know your competitive differentiators

**November 15**  
Upsell, cross sell and prebundled solutions

**November 30**  
Use revenue marketing to convert prospects

**December 14**  
Increase Office 365 and Azure consumption

**December 28**  
Make your practice more valuable and successful

Register for the office hours you would like to attend.

All fields required

First name:

Last name:

Company:

Work email:

Sept 28  Nov 16

Oct 5  Nov 30

Oct 19  Dec 14

Nov 2  Dec 28

Register for all office hours

**Submit**

# Capture the Cloud

## Marketing Development Packages

Capture the Cloud

PRODUCT WEBINARS BUSINESS TRANSFORMATION WORKSHOPS MARKETING DEVELOPMENT FUNDS

## Demand Generation & Marketing Development

**About the packages**  
SYNNEX has worked with Microsoft Supplier Nurture Marketing to develop demand generation and market development packages that align with the approved MDF activities. We believe that these packages will help to accelerate existing initiatives and launch new ones.

The packages should be used as a guideline. Programs can be combined, expanded, or custom developed to meet your specific needs and goals. In fact, integrated campaigns are often the most effective. Combining an email campaign with a social initiative and timely follow-up calls can produce qualified opportunities and nurture contacts for the future.

**How these packages and the business transformation workshops will help with your overall Microsoft marketing initiatives**  
As a Microsoft CSP, you are keenly aware that your business and your buyers' businesses have changed dramatically in recent years. We encourage you to take watch the business transformation on-demand videos and attend the office hours as they will have a positive impact on your business and marketing initiatives.

Submit your request below

All fields are required

\*Proof of execution must be provided to be reimbursed. Any activity not listed will require approval from both SYNNEX and Microsoft.

First name: T

Last name: Flythe

Email address: tf@synnex.com

Phone number: 864-373-7634

Company: SYNNEX

Capture the Cloud Tier level: [dropdown]

Marketing activity: Digital Advertising [dropdown]

SYNNEX account manager: [text]

Submit

## CTC Tier-1 Exclusive MDF Packages

SYNNEX Capture the Cloud Tier-1 MDF packages (limited to the first 30 CTC Tier-1 partners on a first come, first served basis) – Marketing options made available exclusively for top tier CTC partners to select any one package (includes equivalent marketing activities valued at \$5,000.00) per half, to be funded by the SYNNEX Microsoft team:

- 4-Step Nurture Email Content with Graphic Design
- Sales Surrogate™ Tele-Nurturing Program
- Database Cleanse & Augmentation
- Webinar Support
- Direct Mail Marketing
- Infographic
- Print Advertising Package
- LinkedIn Starter Kit

Download for additional details on available MDF packages

Download for Nurture Marketing Sales Surrogate™ brochure

Sign up

*SYNNEX has worked with Microsoft Supplier Nurture Marketing to develop demand generation and market development packages that align with the approved MDF activities. We believe that these packages will help to accelerate existing initiatives and launch new ones.*

## Marketing Development Opportunities Provided by Nurture Marketing

Discounted marketing activities available to all registered SYNNEX Capture the Cloud partners (Tier-1, Tier-2, & Tier-3) – various marketing development offerings for CTC partners to elect to initiate incrementally, working directly with the Nurture Marketing group:

- Print Advertising (Newspaper, Magazine, Infographic, etc.)
  - Infographic
  - Print Advertising Package
- Digital Advertising (Website Advertising, Display Advertising, Social Advertising)
  - Case Study with Social Posts
  - Paid Digital Advertising Coaching Session
  - Google AdWords
- Direct Mail, Email & SMS (Email Nurture Campaigns)
  - Direct Mail Marketing
  - 2-Step or 4-Step Nurture Email Content with Graphic Design
- Search Engine Optimization (SEO)
  - Website Analysis & Report, Keyword Research & Recommendations
  - Basic or Advanced Website SEO
- Telemarketing – Sales Surrogate™ Tele-Nurturing Program
- Customer Seminars & Boot Camps (Webinars & Videos)
  - Webinar Support (Sales Surrogate™ offer can be used to promote webinar)
  - 90-Second Animated Video
  - Event Accelerator
- Social Media Packages
  - Social Media Assessment/Audit
  - 3-Week or 6-Week Social Media Campaign
- Database Cleanse & Augmentation – options for 600, 1,200, or 3,000 contact records

Download PDF for additional details on marketing development opportunities

Download for Nurture Marketing Sales Surrogate™ brochure

Sign up

## Newly launched marketing development offerings:

- CTC Tier-1 Exclusive MDF Packages** – marketing activity options funded by the SYNNEX Microsoft team (1-per half, valued at \$5K each).
- Additional Marketing Development Opportunities** – available to all CTC partners (Tier-1, -2, & -3), discounted pricing for new incremental marketing development offerings from Nurture Marketing.

### CTC Tier-1 Exclusive MDF Packages – valued at \$5,000 each

Learn more

SYNNEX Capture the Cloud Tier-1 MDF options (limited to the first 30 partners on a first come, first served basis) – Modern Marketing packages made available exclusively for Tier-1 CTC partners to select any one package (includes equivalent marketing activities valued at \$5,000.00) per half.

### Discounted Marketing Development Options Provided by Nurture Marketing

Learn more

Marketing opportunities available to all registered SYNNEX Capture the Cloud partners (Tier-1, Tier-2, & Tier-3) – Discounted pricing on various marketing development offerings for CTC partners to elect to initiate incrementally, working directly with the Nurture Marketing group.

### Capture the Cloud Tier-1 Exclusive MDF Packages valued at \$5,000.00 each

Exclusive CTC Tier-1 MDF Options

|  |  |
|--|--|
| <b>4-Step Nurture Email Content with Graphic Design</b>                        | Nurture will develop the content for a 4-step email campaign. The content will be included with the Partner's existing email or marketing automation platform. By the Partner. Graphic design is included.   |
| <b>Sales Surrogate™ Tele-Nurturing Program</b>                                 | Sales Surrogate combines traditional telemarketing with a national and professional email from your inside sales representatives. See the Sales Surrogate™ brochure for details. Includes:<br><ul style="list-style-type: none"> <li>25 Hours of Sales Surrogate service includes:<br/>                     - Sales &amp; Telemarketing<br/>                     - Customized email development<br/>                     - Making up to 1 calls per contact, based on email outreach behavior</li> <li>Project management and MDF reporting</li> <li>Database – PSD New-lead-to-market contacts</li> </ul> |
| <b>Database Cleanse &amp; Augmentation</b>                                     | Nurture will assess the candidate's legal master/candidate records of opportunities and contacts who should be normalized to your CRM. We will then add opportunities and decision-maker contact information.<br><ul style="list-style-type: none"> <li>3,000 contact records</li> </ul>   |
| <b>Webinar Support (Sales Surrogate™ offer can be used to promote webinar)</b> | <ul style="list-style-type: none"> <li>In-house development coaching</li> <li>On-site presentation coaching</li> <li>Email invitations copy and design</li> <li>In-house platform (2-month)</li> <li>Speaker introduction and coaching</li> <li>Webinar moderation</li> </ul>  |

Download PDF for additional details on marketing development opportunities

Download for Nurture Marketing Sales Surrogate™ brochure

Sign up

**Terms & Conditions:**  
Available to all registered CTC partners (Tier-1, Tier-2, & Tier-3) – Discounted pricing if partners wish to make an incremental investment for additional marketing development opportunities | Partners to work directly with Nurture Marketing for planning, execution, and payment | Subject to availability – First come, first served



# CLOUDEsolv Total Care Support Office 365 IT Admin Services

Are you selling Microsoft CSP products and struggling to provide the mandated services? Let us do the heavy lifting, so you can focus on your business. Here's what we can do for you:

|  | <b>CLOUDEsolv Total Care Support</b>   | <b>CLOUDEsolv Partner Supported</b>  |
|--|--|--|
| <b>What is the discount?</b>   | 6% off MSRP of 365/Support Bundle  | 16% off MSRP and 18% off for Capture the Cloud Tier 1 Partners   |
| <b>Who owns end user support?</b>                                      | CLOUDEsolv supports your end user  | You do!  |
| <b>When is support available?</b>                                      | 24/7 Tier 1, 2, & 3 support provided to End User (IT Admin)                  | You're the first contact for your end user. We will back you up with 24/7 CLOUDEsolv Core Support  |
| <b>What is the contact method for support?</b>                         | Phone, email, and online management portal                                   | As defined by partner to end user  |
| <b>Can the end user manage their own licenses?</b>                     | Yes - you can grant the end user access to the End User management dashboard | Yes - you can grant the end user access to the End User management dashboard   |
| <b>Who provides presales licensing, portal, and technical support?</b> | You do and we'll be there to provide assistance when needed                  | You do and we'll be there to provide assistance when needed  |
| <b>Who manages the escalation to Microsoft?</b>                        | We will while keeping you updated on the progress                            | You do through your Microsoft Partner Center. We will be behind the scenes assisting to close the case.  |
| <b>Are helpdesk support options available?</b>                         | Available as an add-on through CLOUDEsolv                                    | You can offer them yourself or purchase from SYNNEX  |
| <b>Who provides migration services?</b>                                | You do, or we have migration options available upon request                  | You do, or we have migration options available upon request  |
| <b>What type of support is provided by Microsoft?</b>                  | Advanced Support   | You can use your own Signature, Advanced, or Premier support plans. You can also take advantage of our Advanced Support plan through Microsoft (when we escalate a support request to MSFT). |
| <b>Is technical support located in the United States?</b>              | YES!   | No   |
| <b>Is Technical support white labeled?</b>                             | No. Your end users will be greeted with "CLOUDEsolv support"                 | It's your support!   |
| <b>What are the SLA's?</b>   | Response times reduced by half! Please see T&C's for details                 | Your SLA's come first! Please refer to the CSP Terms & Conditions  |



# Additional Upcoming SYNnex Microsoft Events

<https://www.synnecorp.com/microsoft/events/>

|                                 |   |
|---------------------------------|---|
| 10/12/17<br>2:00 pm - 3:00 pm   | Capture the Cloud Webinar - Microsoft 365: introducing a fully integrated solution for SMBs |
| 10/13/17<br>11:00 am - 11:30 am | CLOUDSolv's Introduction to Microsoft Azure for SMB Accounts                                |
| 10/16/17<br>4:00 pm - 5:00 pm   | Azure Cost Estimator Review and Quoting Assistance  |
| 10/18/17<br>4:00 pm - 5:00 pm   | Azure Cost Estimator Review and Quoting Assistance  |
| 10/19/17<br>9:00 am - 12:00 pm  | Azure for SMB Virtual Boot Camp Part 1 - Proposing a Cloud Solution                         |
| 10/19/17<br>12:00 pm - 1:00 pm  | US StepUp Webinar - Proactively Securing your Customers with Microsoft Solutions            |
| 10/19/17<br>1:00 pm - 5:00 pm   | Azure for SMB Virtual Boot Camp Part 2 - Implementing a Cloud Solution                      |
| 10/19/17<br>2:00 pm - 3:00 pm   | CTC Office Hours & Topic Review: Revisit your value propositions                            |
| 10/20/17<br>11:00 am - 11:30 am | CLOUDSolv's Introduction to Microsoft Azure for SMB Accounts                                |

Learn more and  
register here!

<https://www.synnecorp.com/microsoft/events/>



# Microsoft 365 Business details

*introducing a fully integrated solution for SMBs*

**Woody Walton**  
**Sr. Partner Technology Strategist**  
**Microsoft Corporation | One Commercial Partner**  
**[woodyw@Microsoft.com](mailto:woodyw@Microsoft.com)**



# The reality of SMB today



<sup>1</sup> Harvard Business Review, January-February Issue 2016, '[Collaborative Overload](#)'

<sup>2</sup> Strategic Analytics, [Global Mobile Workforce Forecast, 2015-2020](#), November 2015

<sup>3</sup> Small Business Trends, [CYBER SECURITY STATISTICS – Numbers Small Businesses Need to Know](#), Jan. 3, 2017

# Microsoft 365

An integrated solution includes **Office 365, Enterprise Mobility + Security, and Windows 10 Enterprise** that empowers everyone to be creative and work together, securely.

## Microsoft 365 Enterprise

Formerly SECURE PRODUCTIVE ENTERPRISE, a complete, intelligent solution designed for Enterprise customers with more complex IT environments and compliance needs.

## Microsoft 365 Business

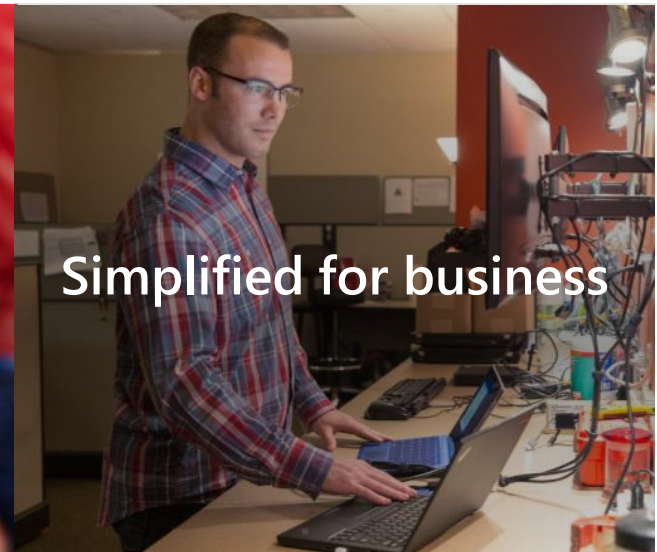
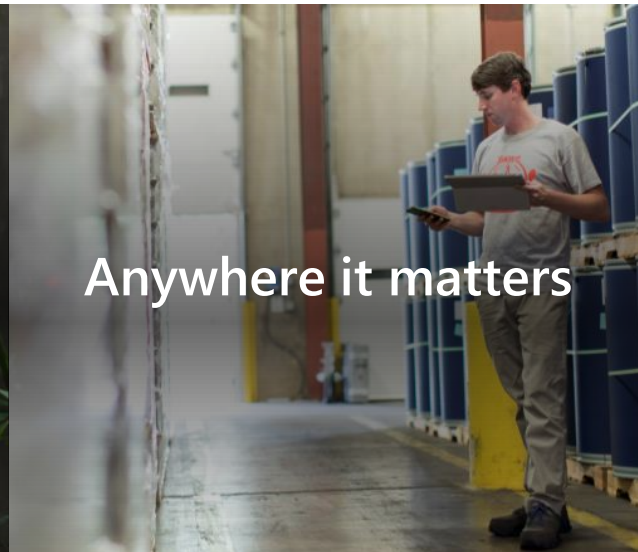
Combines Office 365 with device management and security solutions. Best for small and medium businesses without formal IT and infrastructure. (coming soon.)





# Microsoft 365 Business

Empower your team, safeguard your business, and simplify IT management with a single solution, purpose-built for your business.





# Microsoft 365 Business

...designed with small and medium  
sized businesses in mind

...for \$20 per user per month.  
& Releasing on November 1<sup>st</sup>

# Bringing together best in class solutions...

## Office 365 Business Premium

### Desktop Apps

Word, Excel, PowerPoint, and more

### Online Services

Exchange, OneDrive, Skype,  
Microsoft Teams

### Business apps

Microsoft Bookings, Outlook  
Customer Manager, MileIQ<sup>1</sup>

## Windows 10 Pro

Everything in Windows 10 Pro<sup>2</sup>

### Plus...

Windows Defender Security Controls

Windows AutoPilot

Automatic Office apps deployment

## Best of EMS

App protection for Office mobile  
apps

Device Management  
for Windows 10 PCs

Selective wipe of company data

...for **\$20** per user per month.

[1] Available in US, UK, and Canada only

[2] Includes upgrade benefits for Windows 7 or 8/8.1 Professional licensed PCs to upgrade to Windows 10 Pro



# Achieve more together

Create great work with  
Word, Excel, and  
PowerPoint

Meet Cortana, your  
new digital personal  
assistant

Connect with  
customers, coworkers,  
and suppliers

Bring together  
everything your team  
needs, in one place



# Anywhere it matters

Work together with coworkers, from anywhere

Stay engaged with your teams, from your favorite device

No Wi-Fi, no problem. Edit offline and sync later

Take your work with you, with secure cloud storage





# Always-on security

Help protect against security threats

Safeguard company data across PCs, phones and tablets

Enable solid security, with simplified management

Get the latest Office 365 and Windows 10 updates



# Simplified for business

Manage users & devices  
with a single console

Simplify with a single  
login for all devices

Quickly setup new employees  
to get them going

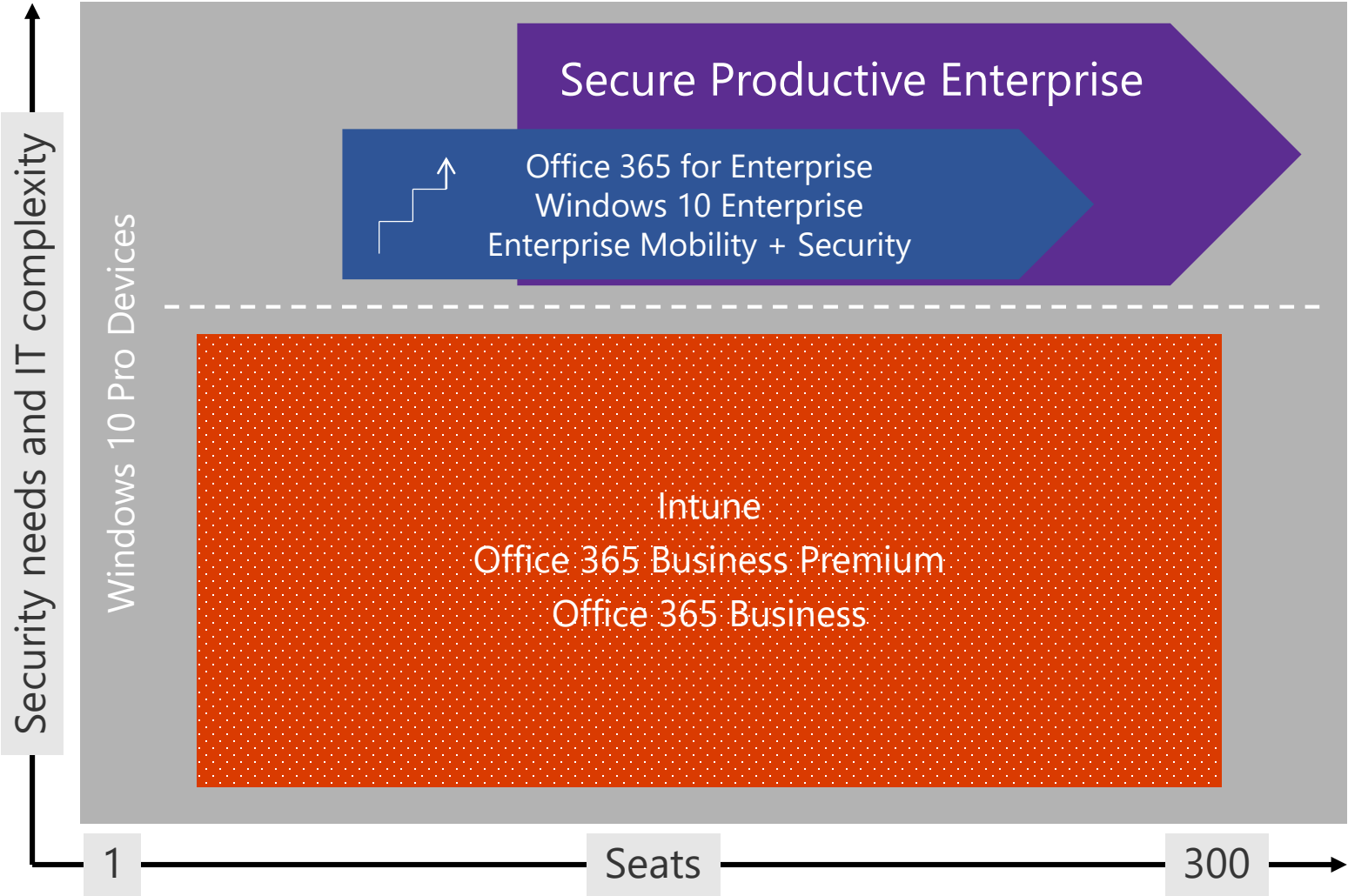
# Microsoft Offerings for Business – Yesterday's View

30%

**Small enterprises:** businesses in regulated industries, that store or process highly sensitive client data, or that monetize digital IP

70%

**The majority:** businesses with standard security, productivity and management requirements





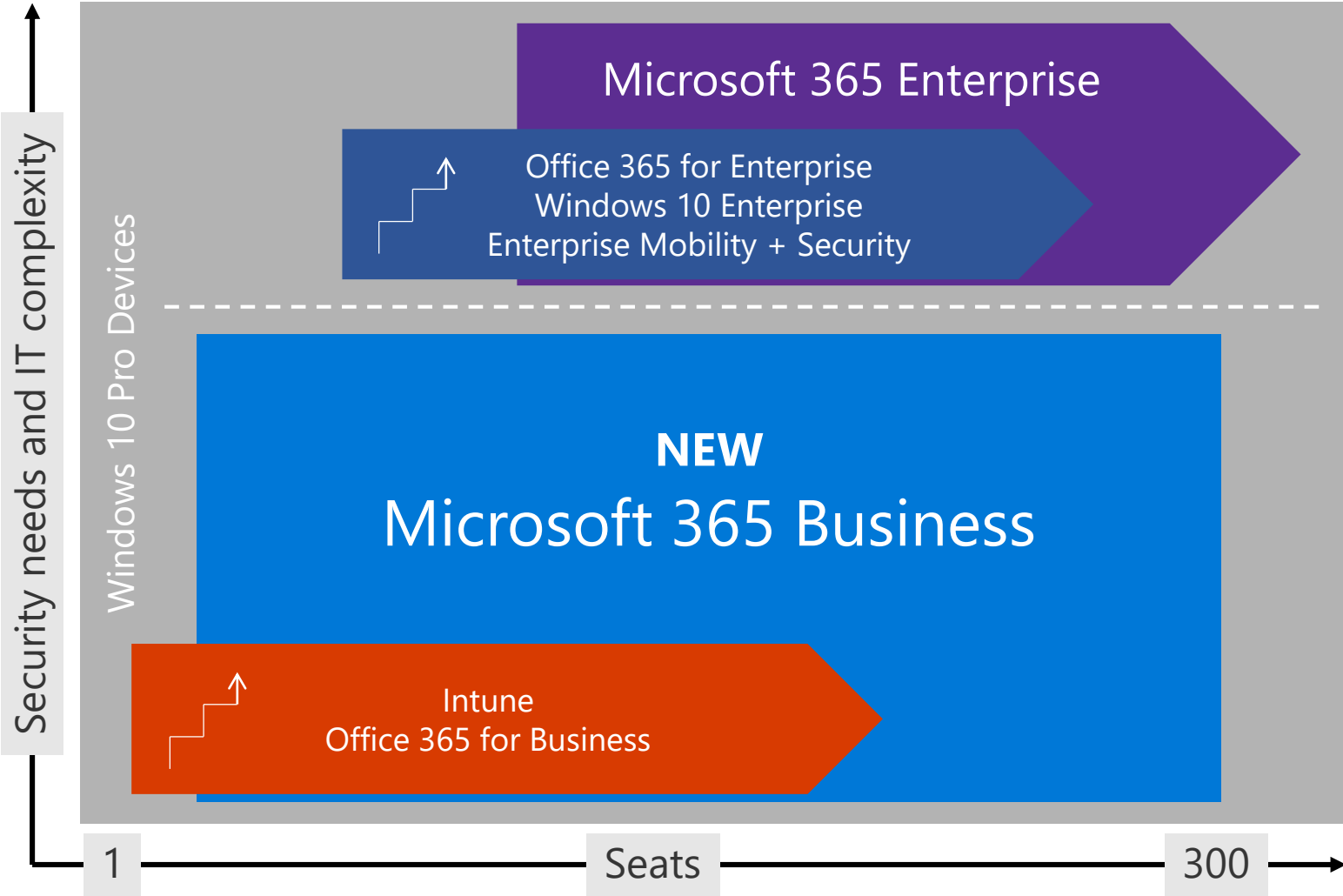
# Microsoft Offerings for Business - Today

30%

**Small enterprises:** businesses in regulated industries, that store or process highly sensitive client data, or that monetize digital IP

70%

**The majority:** businesses with standard security, productivity and management requirements



# Office 365 Plan layout yesterday

## Business

Core needs

## Enterprise

Advanced needs

One single, scalable admin experience

### Office 365 Business Premium

Office apps + Cloud services

#### Business

Office apps + OneDrive

#### Business Essentials

Cloud services

### Office 365 Enterprise E3/E5

Office apps + Cloud services

#### ProPlus

Office apps + OneDrive

#### Enterprise E1

Cloud services

Additional add-on services (e.g. Project, Visio, Dynamics 365, Office 365 premium add-ons, EMS, etc.)

Combine **ANY** of these plans in a single Office 365 account

Business plans have 300 seat cap, per plan

Enterprise plans have no seat cap

# How you choose the right plan for SMB customers now!

## Business

Core needs

## Enterprise

Advanced needs

One single, scalable admin experience

### Microsoft 365 Business

Everything in Office 365 Business Premium, *plus*

A simple way to manage and help protect company data across devices  
Consistent configuration and enforcement of policies on Windows 10 PCs  
Suitable for customers who can move identity to the cloud

### Microsoft 365 Enterprise

Everything in Office 365 Enterprise, *plus*

Advanced device and data security capabilities  
Modern voice experience with cloud PBX  
Flexible on-premises or cloud identity options

### Office 365 Business Premium

Best-in-class productivity and collaboration tools  
Tools to help growing businesses

### Office 365 Enterprise E3/E5

Support for hybrid deployment  
Remote deployment of Office and support for terminal services  
Additional security controls

Additional add-on services (e.g. Project, Visio, Dynamics 365, Office 365 premium add-ons, EMS, etc.)

# Plan Comparison

|                   |  | Business Plans              |                        | Enterprise Plans         |                             |                          |                             |
|-------------------|--|-----------------------------|------------------------|--------------------------|-----------------------------|--------------------------|-----------------------------|
|                   |  | Office 365 Business Premium | Microsoft 365 Business | Office 365 Enterprise E3 | Microsoft 365 Enterprise E3 | Office 365 Enterprise E5 | Microsoft 365 Enterprise E5 |
| STANDARD SERVICES | Estimated retail price per user per month \$USD (with annual commitment)   | \$12.50                     | \$20                   | \$20                     | \$32                        | \$35                     | \$57                        |
|                   | Maximum number of users  | 300                         | 300                    | unlimited                | unlimited                   | unlimited                | unlimited                   |
|                   | Install Office on up to 5 PCs/Macs + 5 tablets + 5 smartphones per user  | Business                    | Business               | ProPlus                  | ProPlus                     | ProPlus                  | ProPlus                     |
|                   | Exchange, OneDrive, SharePoint, Skype, Microsoft Teams   | ●                           | ●                      | ●                        | ●                           | ●                        | ●                           |
|                   | Business Apps – Outlook Customer Manager, Bookings, MileIQ <sup>1</sup> Business center <sup>2</sup> , Listings <sup>2</sup> , Connections <sup>2</sup> , Invoicing <sup>2</sup> | ●                           | ●                      |                          |                             |                          |                             |
| ADVANCED SERVICES | Legal compliance & archiving needs for email – archiving, eDiscovery, mailbox hold   |                             |                        | ●                        | ●                           | ●                        | ●                           |
|                   | Information protection – message encryption, rights management, data loss prevention   |                             |                        | ●                        | ●                           | ●                        | ●                           |
|                   | Advanced Threat Protection, Advanced Security Management, Threat Intelligence, Advanced Compliance   |                             | Add-on                 | Add-on                   | Add-on                      | ●                        | ●                           |
|                   | End User and Organizational Analytics (MyAnalytics), PowerBI Pro   |                             | Add-on                 | Add-on                   | Add-on                      | ●                        | ●                           |
|                   | PSTN Conferencing  |                             | Add-on                 | Add-on                   | Add-on                      | ●                        | ●                           |
|                   | Cloud PBX, PSTN Calling <sup>4</sup>   |                             |                        | Add-on                   | Add-on                      | ●                        | ●                           |
|                   | <b>Windows:</b> Windows 10 Business (Windows Defender, Store, Cortana Mgmt Controls, Auto-Install Office apps, Upgrade rights to Windows 10 Pro for 7/8.1 Pro licenses)          |                             | ●                      |                          |                             |                          |                             |
|                   | <b>Windows:</b> Windows AutoPilot  |                             | ●                      |                          | ●                           |                          | ●                           |
|                   | <b>EMS:</b> Microsoft Intune, Azure Active Directory Premium P1  |                             | ● <sup>3</sup>         |                          | ●                           |                          |                             |
|                   | <b>Windows:</b> Microsoft Desktop Optimization Package, VDA  |                             |                        |                          | ●                           |                          | ●                           |
|                   | <b>Windows:</b> Enterprise Data Protection, Windows Hello, Credential Guard, Device Guard, App Locker  |                             |                        |                          | ●                           |                          | ●                           |
|                   | <b>EMS:</b> Microsoft Advanced Threat Analytics, Azure Information Protection P1   |                             |                        |                          | ●                           |                          | ●                           |
|                   | <b>Windows:</b> Windows Defender Advanced Threat Protection  |                             |                        |                          |                             |                          | ●                           |
|                   | <b>EMS:</b> Azure Active Directory Premium P2, Microsoft Cloud App Security, Azure Information Protection P2   |                             |                        |                          |                             |                          | ●                           |

[1] Available in US, UK, Canada

[2] Currently in public preview in US, UK, Canada

[3] Only selected features: App protection for Office mobile apps, MDM for Windows 10 PCs, Selective wipe of company data, AAD Auto-Enroll

[4] Cloud PBX Required

# UI & Admin Demo

# Intune Screenshot

Microsoft Azure


Search resources, services and docs

admin@moshea1.on...  
MARIOS-REA361

Intune

- + New dashboard
- Edit dashboard
- Unshare
- Fullscreen
- Clone
- Delete


### Device compliance



7 DEVICES

|                   |   |
|-------------------|---|
| COMPLIANT         | 7 |
| NOT COMPLIANT     | 0 |
| IN GRACE PERIOD   | 0 |
| DEVICE NOT SYNCED | 0 |


### User status for iOS



0

|                   |   |
|-------------------|---|
| MANAGED BY POLICY | 0 |
| NO POLICY         | 0 |


### User status for Android



0


|                   |   |
|-------------------|---|
| MANAGED BY POLICY | 0 |
| NO POLICY         | 0 |

### Device configuration




3 DEVICES


|           |   |
|-----------|---|
| SUCCEEDED | 3 |
| ERROR     | 0 |
| FAILED    | 0 |
| PENDING   | 0 |



Microsoft Intune


### Wipe requests





Intune mobile application management

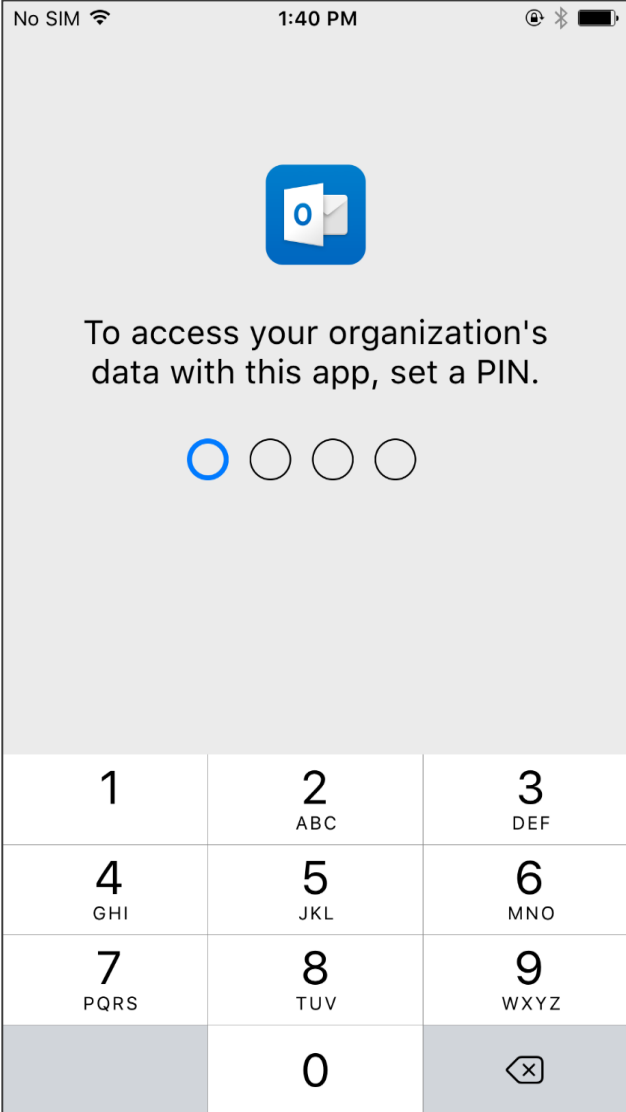
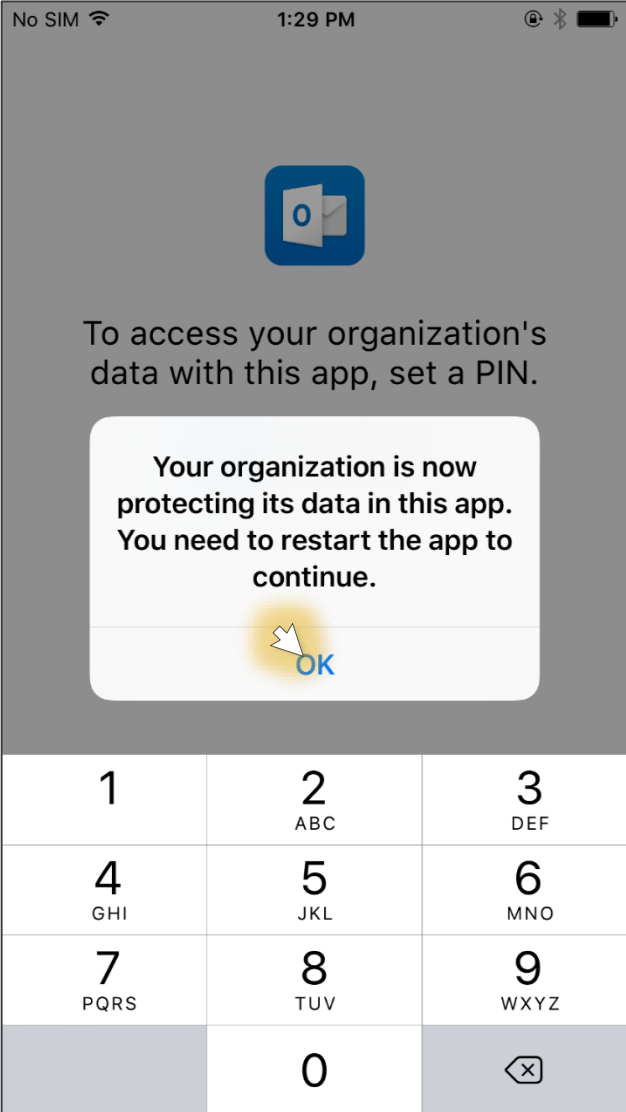
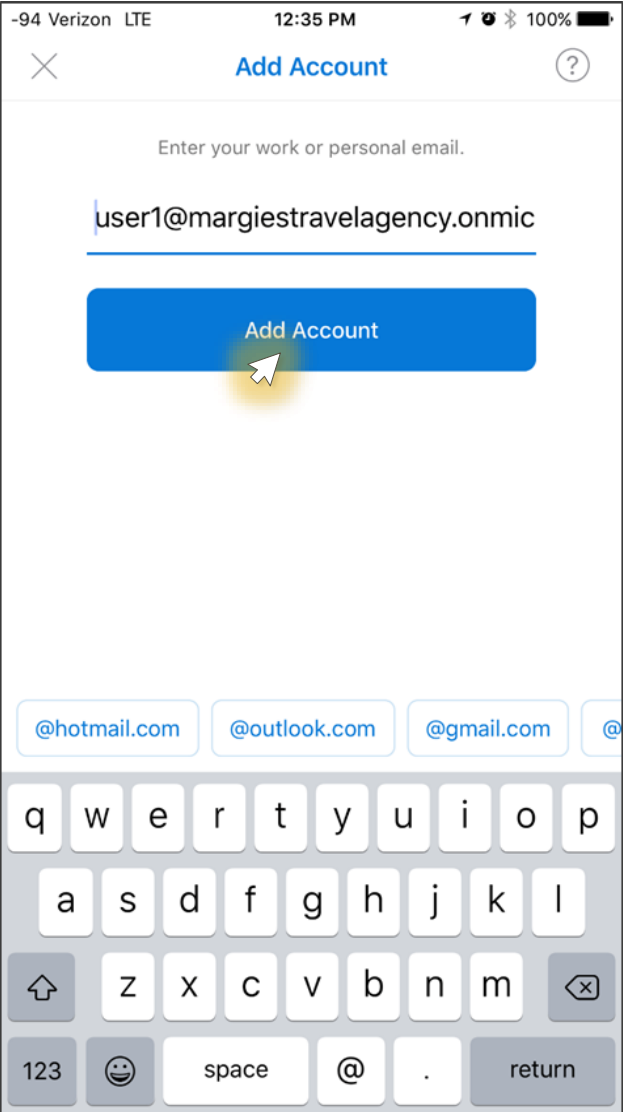
### Users and groups



Users and groups

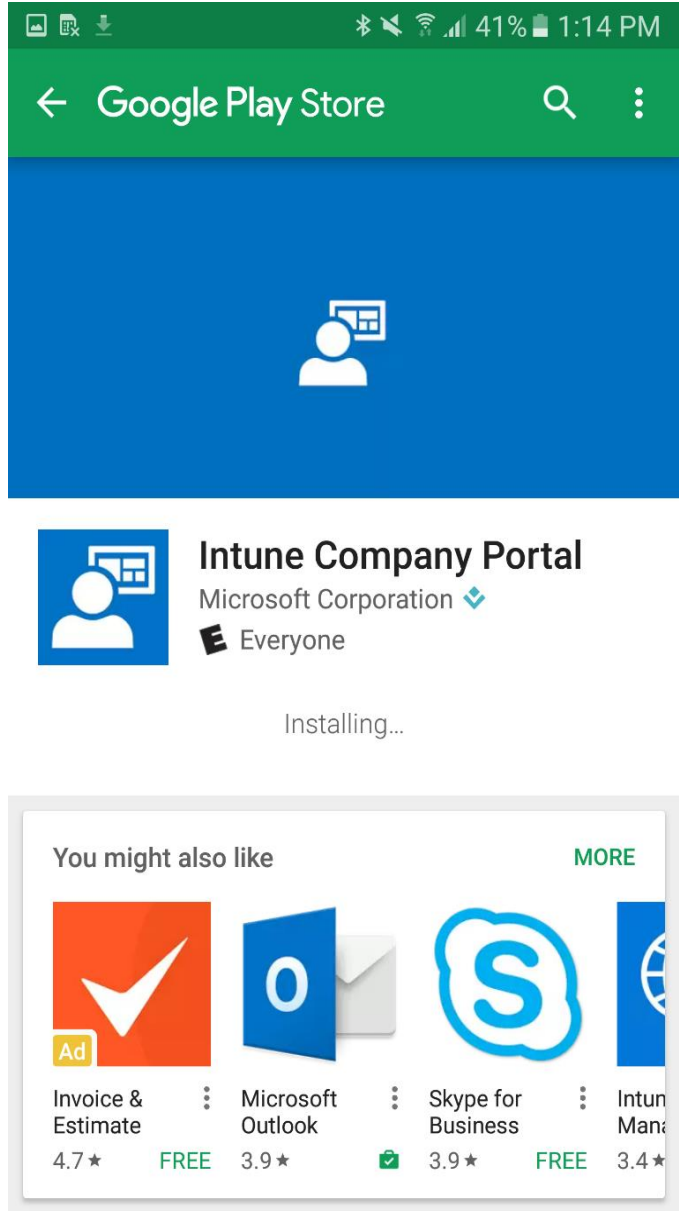
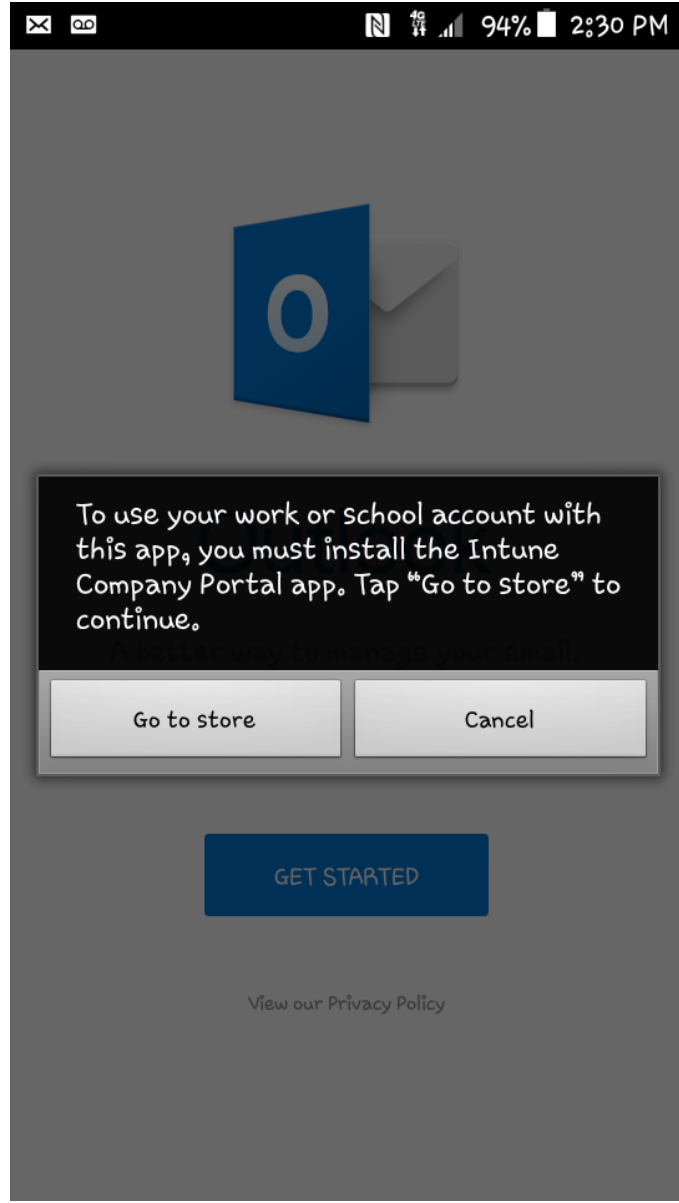
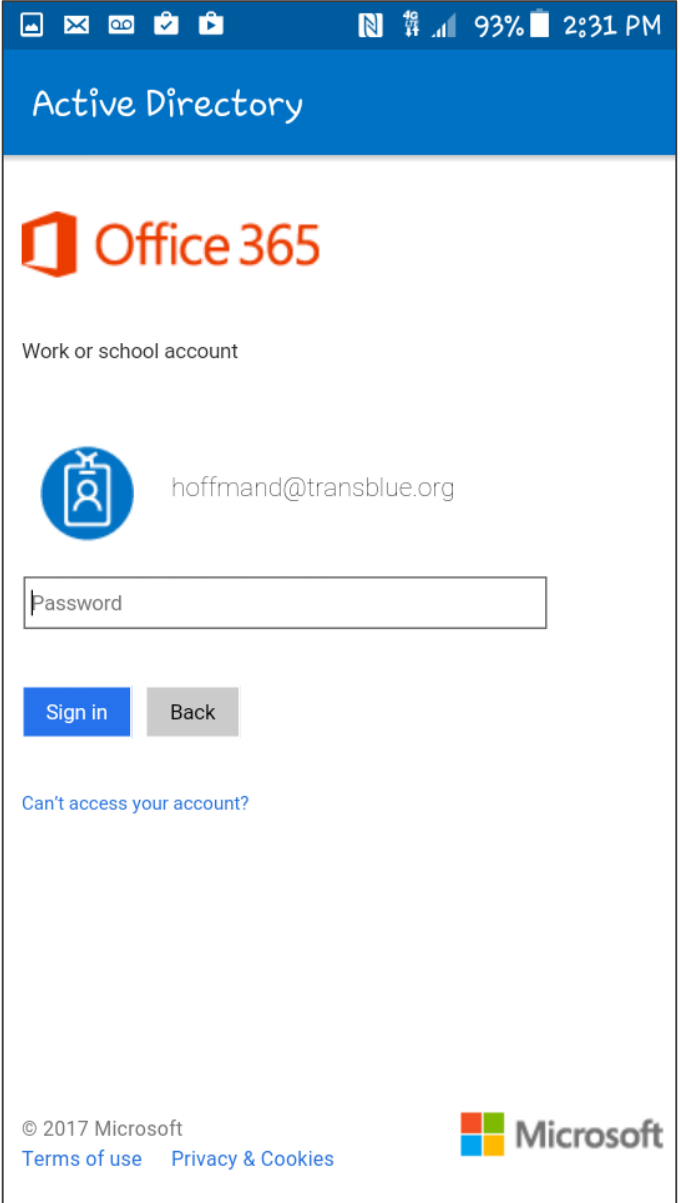
Mobile Clients...

# User Experience on an iOS device summary:

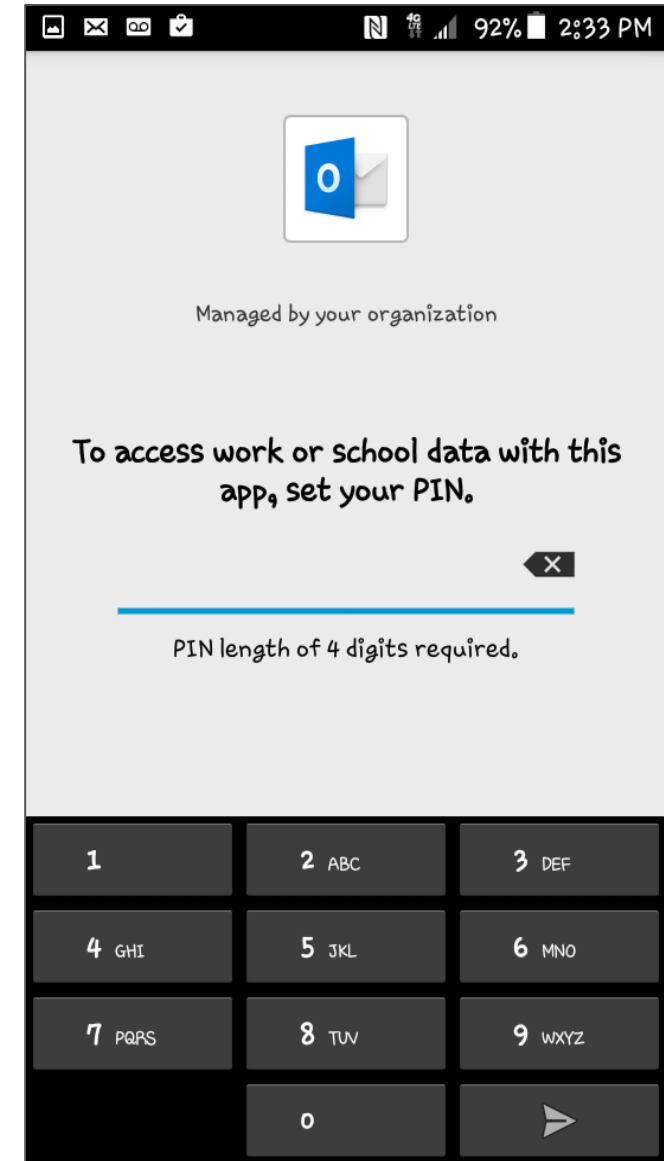
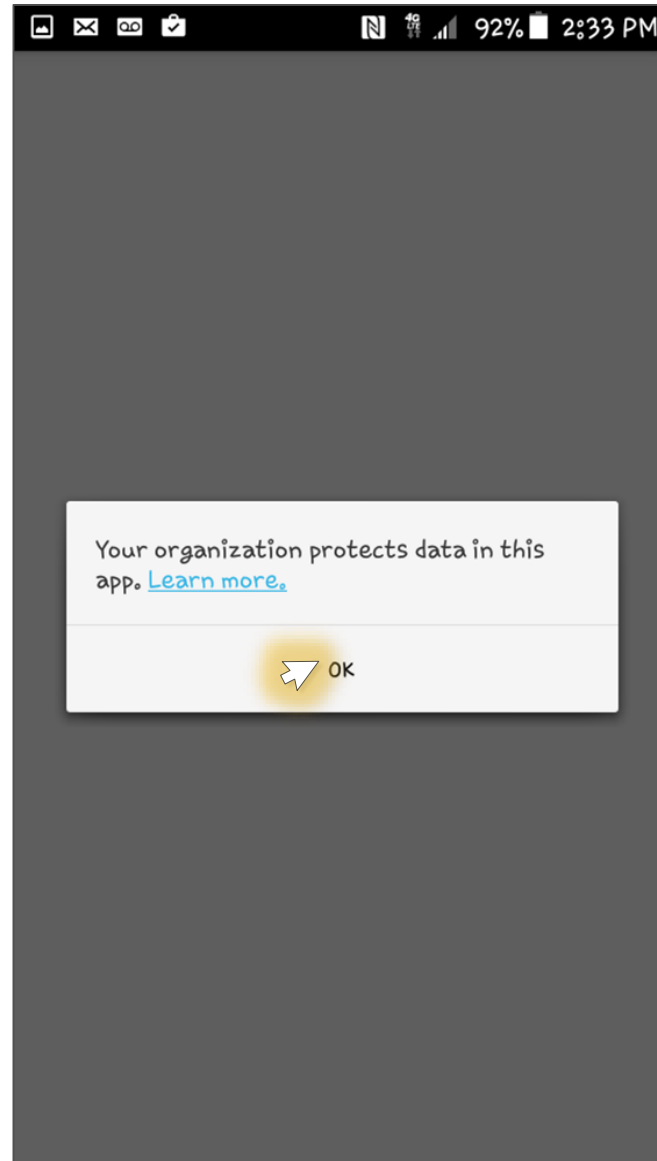
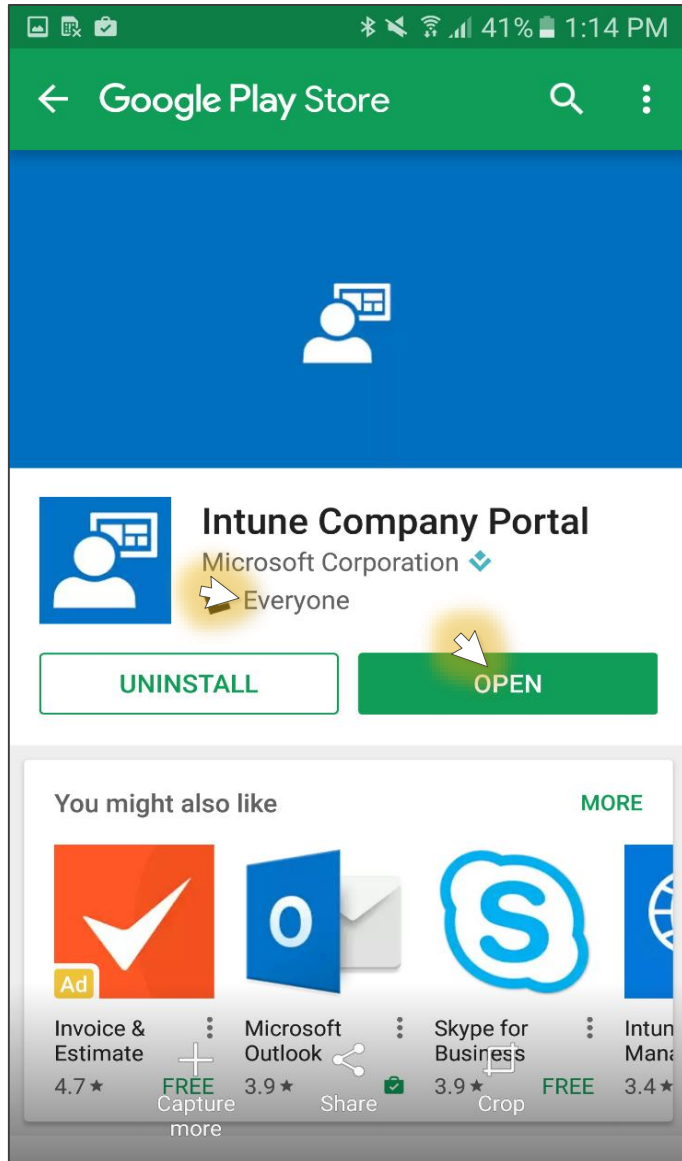




# User Experience on an Android Device:



# User Experience on an Android Device Continued...



# AutoPilot Demo

# Continue in English?

English

Français

Español

中文繁体

中文简体

Next



Let's start with region. Is this right?

United Arab Emirates

United Kingdom

United States

Uruguay

Uzbekistan

Vanuatu

Vatican City

Yes



Listening...



# Is this the right keyboard layout?

US

United States-Dvorak for left hand DVORAK L

United States-Dvorak for right hand DVORAK R

United States-International QWERTY

Albanian QWERTZ

Azerbaijani PUSUDB

Azeri Latin QUERTY

Yes



Listening...





Want to add a second keyboard layout?



Add layout

Skip







Listening...





# Let's connect you to a network

-  MyHomeNetwork  
Secured  
 Connect automatically  
[Connect](#)
-  HalHome5GWiFi  
Secured
-  Sammashed  
Secured
-  Network4  
Open

Skip for now



Listening...







# Enter your password



MyHomeNetwork  
Secured

Enter the network security key

You can also connect by pushing the on the router.

Next

Cancel



HalHome5GWiFi  
Secured

Skip for now



Listening...





# Enter your password



MyHomeNetwork  
Secured

Enter the network security key

You can also connect by pushing the on the router.

Next

Cancel



HalHome5GWiFi  
Secured

Skip for now



Listening...





# Great, you're connected!



MyHomeNetwork  
Connected, secured

[Properties](#)

Disconnect



HalHome5GWiFi  
Secured



Sammashed  
Secured



Network4  
Open

Skip for now



Listening...









# Sign in with Contoso.com

This device is registered to Contoso.com. Enter your contoso.com email address



[Change account](#)

Next



Listening...





We're getting everything ready for you.

Don't turn off your PC



This might take several minutes

Don't turn off your PC



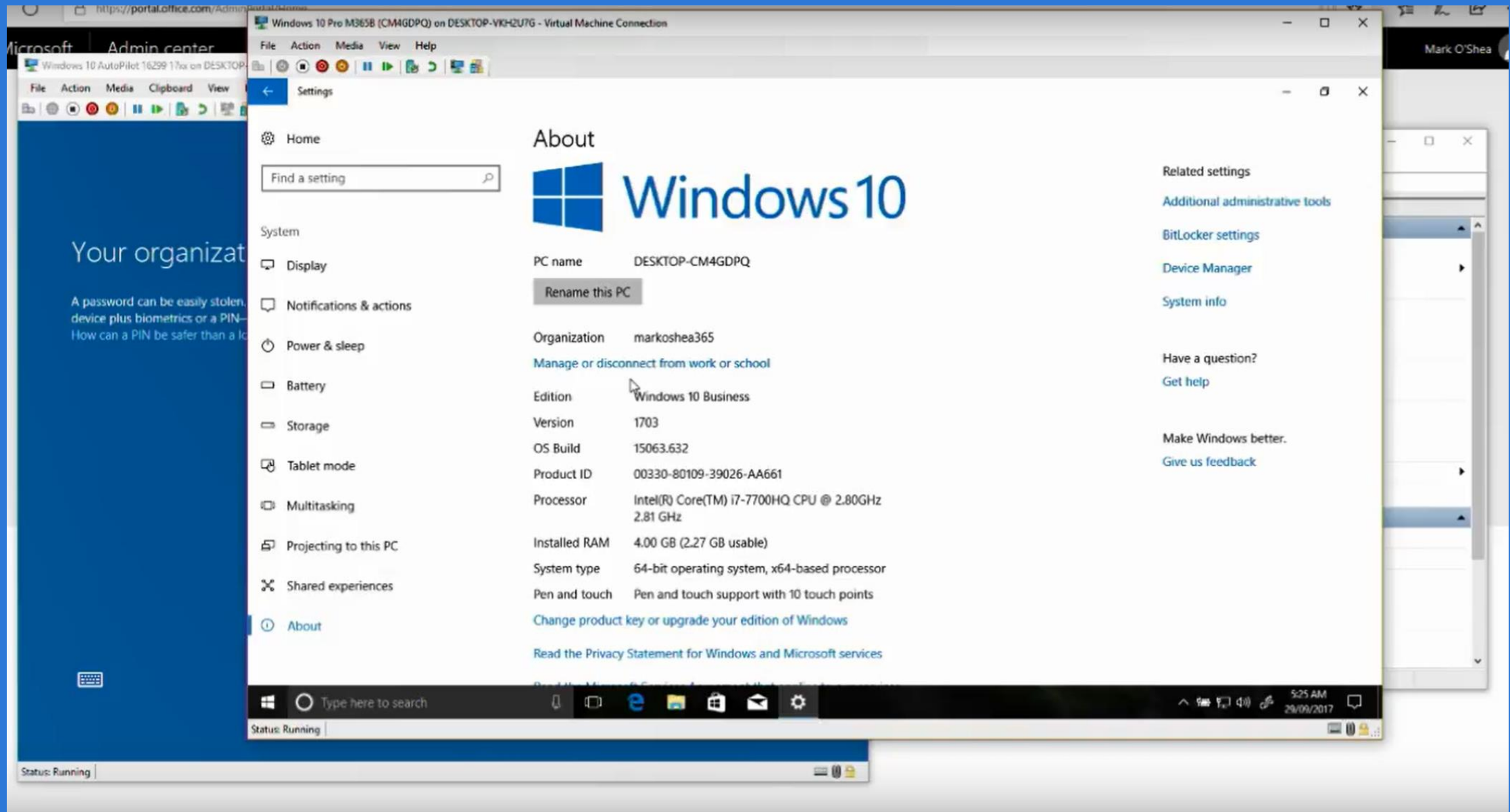
Recycle Bin

Windows Start button icon followed by the text "Ask me anything" in the taskbar.



System tray area containing icons for network, volume, and power, along with the date and time: "2:22 PM 6/2/2017".

# Windows 10 "Business" Screenshot



One solution,  
designed for your  
business



**Achieve more together**



**Anywhere it matters**



**Always-on security**



**Simplified for business**

# Announcing: Three EMS Security Consultations for Partners

EMS Security Starter Kit Consultation - Kick start your EMS Security practice by learning the fundamentals, configuration and set-up of EMS security (L100-200 – Cost 5 Partner Advisory Hours)

EMS Security Presales Consultation - Receive technical guidance as you design the security details for your customers solutions during this one-on-one consultation. (L100-200 – No Cost)

EMS Security Deployment Consultation - Ensure a smooth cloud deployment with personalized EMS security configuration, design and deployment guidance. (L200 – Cost 5 Partner Advisory Hours)

## ACTIONS

new consults at: [aka.ms/ProductivityProcesses](https://aka.ms/ProductivityProcesses) >  
Mobility & Security tab

Access marketing materials for individual services and  
the full technical journeys at  
<http://aka.ms/emspartnerjourney>

Leverage the to-partner messaging posted on this  
[Partner Technical Services blog](#)

## Resources

Ignite Sessions on M365 business on YouTube

<https://www.youtube.com/watch?v=Xgk4lagjo4E>

<https://www.youtube.com/watch?v=CtCule9PKPc>

<https://www.youtube.com/watch?v=RO9qNEJkWpc>

IS it right for you?, Windows Deployment, and Under the hood!

# Q&A





# Feedback has its rewards—win a \$100 gift card

SYNNEX & Microsoft appreciate your Capture the Cloud participation. Please check out the **skype meeting chat window** for the link to a **short survey** to complete for your chance to win!

#### Terms & Conditions:

- Winners selected at random & will be notified via email the following week
- Winners required to submit a W9 form in order to claim prize



Thank you.



# Appendix:

- **Microsoft Resellers Offers & Promotions:**
  - CSP Incentives
  - U.S. SMB Partner Insider Community
  - Microsoft 365 Enterprise
  - Free Azure Training & Discounted MCP Exams
- **SYNNEX Exclusive Resellers Offers & Promotions:**
  - Capture the Cloud Program Offerings
  - CLOUDSolv Support Levels



Microsoft  
Resellers Offers  
& Promotions –  
*Appendix*



# CSP Indirect Reseller Incentive

Effective  
July 1, 2017  
through  
June 30, 2018

## 1 Purpose

Reward and support CSP Indirect Reseller partners for driving the activation and enablement of customers with Microsoft-based Online Services.

## 2 Eligibility

- Active MPN membership
- Attain one of the defined competencies by 12/31/2017
- Valid Cloud Reseller Agreement

## 3 Need to know

- Formerly known as CSP 2-Tier Reseller incentives
- FY18 incentive base rate maintained at 8%
- New global and local accelerators available. Incremental percentage points applied to Azure, Microsoft 365 (E3, E5), Dynamics, Office 365 E5, PSTN.

| WW CSP                   | Accelerators |       |          |               |      |
|--------------------------|--------------|-------|----------|---------------|------|
| Rates                    | M365 E3 & E5 | Azure | Dynamics | Office 365 E5 | PSTN |
| 8% base<br>(All revenue) | 5%           | 10%   | 5%       | 5%            | 20%  |

# Partner Eligibility for CSP Incentives

Effective  
July 1, 2017  
through  
June 30, 2018

## New Competency Requirements in FY18

- To earn incentives for the first half of FY18, CSP Resellers must attain one of 8 MPN competencies at the Silver or Gold level.
- Competency status must be “active” on December 31, 2017 when FY18 H1 assessment occurs. Active status includes: Active Earned, Active Pre-Approved, Active Non-Compliant or Active Inherited.
- Review specific requirements to attain Silver or Gold level MPN Competency here:  
<https://partner.microsoft.com/en-US/membership/competencies>
- **NOTE: Being on the Managed Partner List (MPL) is no longer required to participate in CSP incentives.**

| Competency                                    | Level          |
|---|----------------|
| <b>Windows and Devices</b>                    | Silver or Gold |
| <b>Enterprise Mobility Management</b>         | Silver or Gold |
| <b>Cloud Customer Relationship Management</b> | Silver or Gold |
| <b>Cloud Productivity</b>                     | Silver or Gold |
| <b>Data Analytics</b>                         | Silver or Gold |
| <b>Cloud Platform</b>                         | Silver or Gold |
| <b>Small and Midmarket Cloud Solutions</b>    | Silver or Gold |
| <b>Data Platform</b>                          | Silver or Gold |

## Resources

- Partner Incentives Portfolio: <https://partner.microsoft.com/en-us/membership/partner-incentives>
- Learn more about CSP: <https://partner.microsoft.com/en-us/cloud-solution-provider>

# GET ALL THE PARTNER RESOURCES YOU NEED, WITHOUT ALL THE "DIGGING AROUND"



Cut the clutter and join the [US SMB Partner Insider Community today](#) to get access to all the great resources needed to be successful in the Microsoft ecosystem, without all the digging around!

## Get access to all of the following, and more:

- Your One Commercial Partner SMB Marketing team on a monthly call. Join us the first Wednesday of every month to learn more! <https://aka.ms/InsiderCall>
- Weekly Insider Newsletters
- Insider Partner Spotlight videos showcasing SMB partner insights and best practices
- Key sales, marketing, and technical resources
- Exclusive Insider Access content – including the DEBUNKED series where we bust common myths!

You can also stay connected wherever you are, whenever you need:

**Chat** with InsiderJoe on [Twitter](#)

**Connect** with InsiderJoe on [LinkedIn](#)

**Join** the SMB partner Insider community [Yammer group](#)

**Bookmark** the [SMB Partner Insider Community website](#)

Register today at  
[aka.ms/SMBInsider](https://aka.ms/SMBInsider)  
and never miss a beat!

# Hear what other Insider partners think

Love this newsletter and the content is consistently invaluable

Content [is] appropriate to all SMB partners regardless of product focus

Getting to understand what is available to us is very important

I want to express my sincere appreciation to Microsoft for making so many opportunities available and for assisting me with my business. No other vendor comes anywhere close to providing such outstanding support and training

I think it was great to learn about additional resources and events happening in the Microsoft SMB space

It's hard to find something to improve!



# Microsoft 365 Enterprise

## MICROSOFT 365 E3

### Office 365 Enterprise E3

#### Chat- centric workspace

Teams

#### Email & Calendar

Outlook

#### Voice, Video & Meetings

Skype for Business

#### Co-creating content

Office ProPlus

#### Sites & Content management

SharePoint and OneDrive

#### Analytics

Delve

#### Security & Compliance

Data Loss Prevention

### Enterprise Mobility + Security E3

#### Identity & Access Management

Azure Active Directory Premium P1

#### Managed Mobile Productivity

Microsoft Intune

#### Information Protection

Azure Information Protection Premium P1

#### Identity Driven Security

Microsoft Advanced Threat Analytics

### Windows 10 Enterprise E3

#### Advanced Endpoint Security

Credential Guard, Device Guard

#### Designed For Modern IT

Azure AD Join, Dynamic Management

#### More Productive

Windows Ink, Cortana at Work

#### Powerful, Modern devices

Innovative designs,, new in class devices



# Free Azure Training & Discounted MCP Exams:

A program to fund the delivery of one-on-one, customer workshops to drive Azure consumption. [Learn More](#)

- Optional IP & Training- Engagement IP Developed by MCS & Training thru Cloud Platform University
- Choose Fast Start Option- [Click Here](#) to learn how to onboard and accelerate your Azure consumption
- Deliver to Customer-Azure Fast Start / Azure Consumption Plan
- Workshop Funding- \$1,500-\$3,000 (based on \$1K+ or \$2K+ Monthly Azure Consumption)

SYNNEX Exclusive Resellers  
Offers & Promotions –  
*Appendix*





# Capture the Cloud Program

Capture the Cloud is a SYNNEX exclusive program, designed to educate and support partners as they deepen their understanding of Microsoft cloud services and accelerate their cloud practices.

[aka.ms/SYNNEXCTC](https://aka.ms/SYNNEXCTC)



Live and on-demand  
product webinars >



Transformation  
workshops and office  
hours >



Marketing development  
packages >

# Capture the Cloud – *Tier Levels*

## Tier 1:

### **Benefits:**

*In addition to all Tier-2 & Tier-3 benefits:*

- 1 Modern Marketing Package per half (valued at \$5k each)
- Exclusive discounted pricing on additional marketing development services provided by Nurture Marketing
- One-on-one consultation support for cloud business acceleration to increase end customer demand generation and profitability

### **Qualifications:**

- Currently reselling through Microsoft CSP
- Minimum of \$200K Microsoft Cloud Services (Open + CSP) or \$12,500 per month in Microsoft CSP revenue in FY17
- Registered for CTC webinar series

## Tier 2:

### **Benefits:**

*In addition to all Tier-3 benefits:*

- Dedicated SYNNEX Cloud Development Rep to enable you to grow your cloud practice at scale

### **Qualifications:**

- Currently reselling through Microsoft CSP
- Minimum of \$50K Microsoft cloud services revenue in FY17
- Registered for CTC webinar series

## Tier 3:

### **Benefits:**

- Access to CTC monthly webinars
- Access to on-demand Business Transformation Workshops + Office Hours support
- CLOUDSolv Support options
- Access to exclusive pricing for marketing development packages, provided by Nurture Marketing

### **Qualifications:**

- Currently reselling through Microsoft CSP
- No FY17 cloud services revenue requirement
- Registered for CTC webinar series



# CLOUDSolv Total Care Support Office 365 IT Admin Services

Are you selling Microsoft CSP products and struggling to provide the mandated services? Let us do the heavy lifting, so you can focus on your business. Here's what we can do for you:

|  | <b>CLOUDSolv Total Care Support</b>  | <b>CLOUDSolv Partner Supported</b>   |
|--|--|--|
| <b>What is the discount?</b>   | 6% off MSRP of 365/Support Bundle  | 16% off MSRP and 18% off for Capture the Cloud Tier 1 Partners   |
| <b>Who owns end user support?</b>                                      | CLOUDSolv supports your end user   | You do!  |
| <b>When is support available?</b>                                      | 24/7 Tier 1, 2, & 3 support provided to End User (IT Admin)                  | You're the first contact for your end user. We will back you up with 24/7 CLOUDSolv Core Support   |
| <b>What is the contact method for support?</b>                         | Phone, email, and online management portal                                   | As defined by partner to end user  |
| <b>Can the end user manage their own licenses?</b>                     | Yes - you can grant the end user access to the End User management dashboard | Yes - you can grant the end user access to the End User management dashboard   |
| <b>Who provides presales licensing, portal, and technical support?</b> | You do and we'll be there to provide assistance when needed                  | You do and we'll be there to provide assistance when needed  |
| <b>Who manages the escalation to Microsoft?</b>                        | We will while keeping you updated on the progress                            | You do through your Microsoft Partner Center. We will be behind the scenes assisting to close the case.  |
| <b>Are helpdesk support options available?</b>                         | Available as an add-on through CLOUDSolv                                     | You can offer them yourself or purchase from SYNNEX  |
| <b>Who provides migration services?</b>                                | You do, or we have migration options available upon request                  | You do, or we have migration options available upon request  |
| <b>What type of support is provided by Microsoft?</b>                  | Advanced Support   | You can use your own Signature, Advanced, or Premier support plans. You can also take advantage of our Advanced Support plan through Microsoft (when we escalate a support request to MSFT). |
| <b>Is technical support located in the United States?</b>              | YES!   | No   |
| <b>Is Technical support white labeled?</b>                             | No. Your end users will be greeted with "CLOUDSolv support"                  | It's your support!   |
| <b>What are the SLA's?</b>   | Response times reduced by half! Please see T&C's for details                 | Your SLA's come first! Please refer to the CSP Terms & Conditions  |



Are you selling Microsoft CSP products and struggling to provide the mandated services? Let us do the heavy lifting, so you can focus on your business.  
Here's what we can do for you:

1. **You support your End Customer**
2. **You're the first contact for your customer. We will back you up with 24/7 CLOUDSolv Core Support**
3. **You escalate support tickets to Microsoft through your Microsoft Partner Center**
  - **We will be behind the scenes assisting to close the case**



Are you selling Microsoft CSP products and struggling to provide the mandated services? Let us do the heavy lifting, so you can focus on your business.  
Here's what we can do for you:

- 1. CLOUDSolv supports your end customer and is available with 24/7 Tier 1, 2, & 3 Support.**
  - U.S. Based Support – Cloud Productivity competency (Gold) & Distributed Workforce
  - High Quality – white glove, concierge service, experienced staff, & end-customer surveys
  - On-Demand Support – measured SLA & 24/7 phone support
- 2. Contact Methodology: Support is through email, phone, & online management portal**
- 3. Microsoft Escalations: SYNNEX will escalate if needed & keep you updated on progress**
  - Advanced Support provided by Microsoft
  - Daily Updates to End-Customer
- 4. Your end customers will be greeted with CLOUDSolv support**
  - Technical Support located in the United States
- 5. Response times reduced by half**
  - Saving Your Time – so you can focus more on driving your business
  - SLA will depend on severity level, please see CSP Terms & Conditions for details

\*Included Products listed on the CLOUDSolv marketplace

\*\*Please refer to CSP Terms & Conditions for support Tier details

